



ANTOR – JAPAN

ASSOCIATION OF NATIONAL TOURIST OFFICE REPRESENTATIVES IN JAPAN

駐日外国政府観光局協議会

May 2024

GENERAL MEETING REPORT

- Title ANTOR-JAPAN GENERAL MEETING 2024 Vol.03
- Date May 9th (Thu), 2024 from 10:00 to 12:00
- Venue Meeting Room at CIC inside the Toranomon Hills Business Tower 16F
- Participants (Alphabetical order after Board Members):
 - Mr. Raul Guerra, Asia-Pacific Regional Director, Catalan Tourist Board (Chairman)
 - Mr. Akira Nishiyama, Regional Manager Asia and Australia, Germany National Tourist Office (Vice Chairman)
 - Mr. Ahmad Junaidy, Deputy Director, Malaysia Tourism Promotion Board
 - Mr. Fumihiro Sakakibara, Director, New Caledonia Tourism
 - Ms. Inês Queiroz, Director Japan & Korea, Turismo de Portugal
 - Ms. Maho Saito, staff member, New Caledonia Tourism
 - Ms. Nicole Kirchmeyr, Marketing Representative, Austrian National Tourist Office
 - Mr. Stepan Pavlik, Director, Czech Tourist Authority Czech Tourism
 - Mr. Tomioka, Head of Promotion Strategy Section Global Strategy Headquarters, JNTO
 - Mr. Yoshiaki Fujimura, Marketing Manager, Tourism Authority of Thailand
 - Ms. Kasumi Abe, Outbound Travel Promotion Division, JATA
 - Ms. Kasumi Kinoshita, Staff member, All Nippon Airways Co., Ltd (ANA)
 - Ms. Isabelle Massabo, Secretariat, ANTOR-JAPAN

■AGENDA:

10:00-10:10	Chairman's Remark
10:10-10:30	Sharing Knowledge: Presentation by Mr. Yoshiaki Fujimura about "Celebrity Marketing".
10:30-10:40	FAQ
10:40-12:00	Round the table & Networking

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1. CHAIRMAN'S REMARK



At the outset, Chairman Mr. Raul Guerra began the meeting by sending greetings to all participants for the third meeting of the year 2024. He has presented the current situation based on the latest JTB resources released for January and February 2024 which announced 66% of recovery. He emphasized that in general, the tourism industry is improving slowly after the pandemic, however the outbound recovery is weak considering the increase of inbound travels. He also mentioned that at the end of 2024, there will be 9 days consecutive, therefore it will be a very important time for Japanese to travel. And regarding the connectivity, 80% has recovered, however most of them are taken by inbound tourism. He also shared his feelings that overall, the travelers are moving, and families are not stopping plans to travelling but making more budgets. As for the trade, he mentioned different events in Japan which will be organized such as JATA's on May 28th and PATA's (Pacific Asia Travel Association).

2. Sharing knowledge Session vol.02 by Mr. Yoshiaki Fujimura (Thailand) with the Theme of "Celebrity Marketing".

Yoshiaki Fujimura, Marketing Manager, Tourism Authority of Thailand raised hand to be the second presenter for sharing knowledge and the best practice about the Celebrity Strategy with his real experience and marketing data.

He emphasized on how to attract the young generation's attention and how to introduce the Thailand's latest attraction to them.



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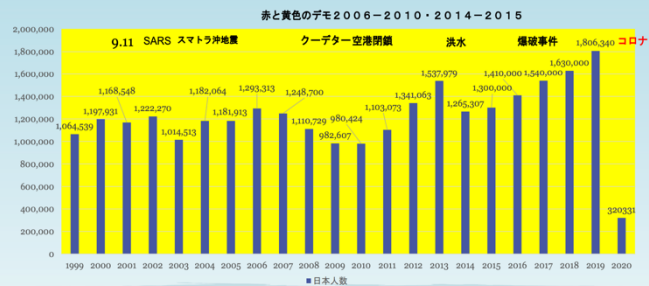


Case study for marketing

TOURISM AUTHORITY OF THAILAND
TOKYO / OSAKA / FUKUOKA OFFICE



The movement of Japanese visitors



Key Visual

NOGIZAKA 46



Bangkok

Ayutthaya

Phuket

Thailand Tourism Ambassador

• Pros

- Right celebrity / Right target
- Increase the awareness by celebrity
- Introduce new tourist spots

• Cons

- Need large amount of budget
- Limited usage of the ambassador



Market share in the Japanese market

Year	First	Re	Group	FIT	Male	Female
2016	20	80	14	86	68	32
2017	21%	79%	15%	85%	66%	34%
2019	23%	77%	16%	84%	59%	41%



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3. Round the table:

Each destinations shared the latest updates including the numbers of recovery. In addition, opinions were shared based on the 3 topics below:

- Situation for printing destination's brochures
- Plans for Osaka Expo 2025
- Availabilities for a 1 day trip to Osaka (for Osaka Expo) & business lunch



At the end of this topic, Mr. Raul Guerra he invited all members for keeping ANTOR-JAPAN delivers its messages by exchanging opinions and information gathered to the Japanese Government, taking into consideration that ANTOR-JAPAN is the only effective body to apply reasonable pressure on the Japanese Government for further cooperation to promote outbound travel.

4. Next Meeting Approval

- Title: GENERAL MEETING 2024 Vol.04
- Date: June 6th, 2024 (Thu) from 10:00-12:00 (TBC)

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